

ORDER



Orders	Order / Rev:	64313	
	Alt Order #:		
	Product Desc:	ESTIMATE 12439	
	Estimate:	12439	KTVX-TV
	Flight Dates:	10/15/12 - 10/21/12	
	Original Date / Rev:	10/08/12 / 10/08/12	Office Accounts
	Order Type:	CIA - O	SLC
			Sales Region: Local

Agency	Name:	<u>Media Strategies & Research</u>	
	Buying Contact:	<u> </u>	<u>Cash</u>
	Billing Contact:	<u> </u>	<u>Broadcast</u>
		<u>1580 Lincoln Street</u>	<u>EOM/EOC</u>
		<u>Denver, CO 80203</u>	<u>15%</u>
			Agency Commission:

Advertiser	Name:	<u>Matheson for Congress 2012</u>	
	Demographic:	<u>HH</u>	New Business Thru:
	Product Codes:	<u>US Congress</u>	Order Separation:
	Priority:	<u>P-3</u>	Advertiser External ID:
	Revenue Codes:	<u>AGY, POL-CAND, GEN</u>	Agency External ID:

BBB Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/19/12	12	\$3,300.00	\$2,805.00	October 2012	12	\$3,300.00	\$2,805.00	0.00
					Totals	12	\$3,300.00	\$2,805.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Office Accounts Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/15/12	10/19/12	Good Morning America	CM	7a-9a	1---1--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
				GMA 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1---1---		2	\$200.00			0.00					
E 2	KTVX	10/16/12	10/16/12	M-F 9a-10a	CM	9a-10a	-1-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1	\$125.00			0.00					
E 3	KTVX	10/15/12	10/15/12	M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1	\$250.00			0.00					
E 4	KTVX	10/16/12	10/18/12	ABC4 News at 4p	CM	4p-430p	1---1----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
				ABC4 News at 4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/21/12	1---1----		2	\$250.00			0.00					
E 5	KTVX	10/17/12	10/19/12	ABC4 News at 430p	CM	430p-5p	--1-1--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
				ABC4 News at 430p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1-1--		2	\$250.00			0.00					
E 7	KTVX	10/16/12	10/19/12	ABC4 News at 6p	CM	6p-630p	-1-11--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
				ABC4 News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-11--		3	\$325.00			0.00					

Order / Rev: 64313
Alt Order #:
Flight Dates: 10/15/12 - 10/21/12

Advertiser:	<u>Matheson for Congress 2012</u>
Product Desc:	<u>ESTIMATE 12439</u>
Estimate:	12439

KTVX-TV